

ABSTRACT OF THE DISCLOSURE

The present invention introduces a technique capable of adding display effects such as shadings and mosaic to a digital moving image easily. First, digital moving image data containing frames and area information defined for each frame are respectively encoded, and the area information is synchronized and multiplexed with each frame of the digital moving image stream so as to be outputted as one data. In reproducing the moving image encoded in this way, each data is demultiplexed, and the area information and the digital moving image stream are decoded by the decoding unit. Then, as to the finally-obtained digital moving image stream for display, the data changing unit executes data change to pixels at specific part of the frame designated by the area information, thereby so-called mosaic or the like is applied to the digital moving image data.